

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 COME-00 EB-07 USIA-15 /033 W

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FM AMEMBASSY GUATEMALA

TO SECSTATE WASHDC 7352

UNCLAS SECTION 1 OF 2 GUATEMALA 3614

E.O. 11652: N/A

TAGS: BEXP, GT

SUBJECT: FY 1976 COMMERCIAL ACTION PROGRAM (CAP)

REF: STATE 135966

EMBASSY'S CAP FOR GUATEMALA FOR PERIOD JULY 1975 TO SEPTEMBER
1976 FOLLOWS:

CAMPAIGN NO. 1 - BUILDING MATERIALS

ANNUAL MAN-DAY ALLOTMENTS: FSO-5 GRIFFIN 20 MD; FSL-9 VILLAGRAN
30 MD; FSL-6 MCCLUCKIE 15 MD.

ACTION1: VILLAGRAN WILL WRITE LEAD ARTILCE IN EMBASSY'S JULY-
AUGUST COMMERCIAL BULLETIN ON U.S. TRADE SHOWS DESIGNED AS VIP
SHOWS BY COMMERCE. SPECIAL EMPHASIS WILL BE PLACED ON AUGUST
NATIONAL HARDWARE SHOW AND OCTOBER NATIONAL BUILDING SHOW.
BULLETIN TO BE IN MAIL BY AUGUST 11.

ACTION 2: USING BROCHURES ALREADY RECEIVED, GRFFIN AND VILLAGRAN
WILLMAKE SEQECTED VIP CALLS IN SEPTEMBER ON COMPANIES THAT MIGHT
BE INTERESTED IN ATTENDING NATIONAL BUILDING SHOW.

ACTION 3: BY NOVEMBER 20, VILLAGRAN WILL COMPLETE PIMS ON ROAD CON-
STRUCTION EQUIPMENT AND BUILDING MATERIALS.

ACTION 4: FOR DECEMBER ISSUE OF GUATEMALAN CHAMBER OF CONSTRUCTION
MAGAZINE, GRIFFIN WILL DRAFT ARTICLE ON CONCRETE AND AGGREGATE TRADE
SHOW SCHEDULED FOR HOUSTON, FEBRUARY 1-5.

ACTION 5: GRIFFIN AND VILLAGAN WILL ATTEMPT WORK CLOSELY WITH
CONSTRUCTION CHAMBER MANAGER TO PROMOTE GROUP VISIT OF CHAMBER'S
MEMBERS TO CONCRETE AND AGREGATE SHOW.

ACTION 6: AROUND JANUARY 8, GRIFFIN WILL HOST COCKTAIL FOR POTENTIAL
VISITORS TO CONCRETE AND AGGREGATE SHOW (FUNDS ALLOTTED: \$60.00).

CAMPAIGN NO. 2 - LABORATORY INSTRUMENTATION

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ANNUAL MAN-DAY ALLOTTMENTS: FSO-5 GRIFFIN 5 MD; FSO-7 SHELTON 5MD;
FSL-9 VILLAGRAN 20 MD; FSL-6 MCCLUCKIE 3 MD.

ACTION 1: IN AUGUST, VILLAGRAN WILL INITIATE WORK ON PIMS COVERING LABORATORY INSTRUMENTATION. PIMS WILL BE SUBMITTED BY SEPTEMBER 30.

ACTION 2: FOR LEAD ARTICLE IN SEPTEMBER/OCTOBER COMMERCIAL BULLETIN VILLAGRAN WILL WRITE ARTICLE ON LABORATORY INSTRUMENTATION MAJOR EXHIBIT SCHEDULED FOR NOVEMBER 10-14 AT MEXICAN TRADE CENTER (MTC). LATTER WILL BE ASKED TO SUPPLY BACKGROUND MATERIAL FOR ARTICLE.

ACTION 3: DURING OCTOBER GRIFFIN AND SHELTON WILL PAY VIP CALLS ON SELECTED POTENTIAL VISITORS TO SHOW.

ACTION 4: IF MTC ABLE PROVIDE CATALOGUES OF EXHIBITING US FIRMS BY OCTOBER 29, GRIFFIN WILL HOST COCKTAIL FOR POTENTIAL VISITORS (FUNDS ALLOTTED: \$40.00).

CAMPAIGN NO. 3 - FOOD PROCESSING EQUIPMENT

ANNUAL MAN-DAYS ALLOTTED: FSO-5 GRIFFIN 10 MD; FSL-9 VILLAGRAN 20 MD; FSL-6 MCCLUCKIE 3 MD.

ACTION 1: IN JANUARY 1976 VILLAGRAN WILL START PIMS COVERING FOOD PROCESSING EQUIPMENT, COMPLETING IT BY FEBRUARY 29.

ACTION 2: GRIFFIN WILL WRITE LEAD ARTICLE FOR JANUARY/FEBRUARY COMMERCIAL BULLETIN ON FOOD PROCESSING EQUIPMENT EXHIBIT SCHEDULED FOR MEXICAN TRADE CENTER APRIL 5-9, ON BASIS BACKGROUND MATERIAL TO BE

SOUGHT FROM MTC.

ACTION 3: DURING FEBRUARY-MARCH GRIFFIN AND VILLAGRAN WILL PAY VIP CALLS ON SELECTED POTENTIAL VISITORS TO MTC SHOW.

ACTION 4: IF MTC ABLE TO PROVIDE CATALOGUES OF EXHIBITING US FIRMS BY MARCH 25, GRIFFIN WILL HOST COCKTAIL PARTY TO POTENTIAL VISITORS (FUNDS ALLOTTED: \$40).

CAMPAIGN NO. 4 - TEXTILES DYES, BLEACHES AND MACHINERY

ANNUAL MAN-DAY ALLOTMENTS: FSO-5 GRIFFIN 35 MD; FSL-9 VILLAGRAN 5 MD; FSL-6 MCCLUCKIE 5 MD. QC

ACTION 1: IF RECESSION AFFECTING TEXTILES IS OVER, IN EARLY JUNE 1976, GRIFFIN WILL BEGIN WORK GC PIMS COVERING TEXTILE DYES, BLEACHES AND MACHINERY. PIMS TO BE SUBMITTED BY JULY 15.

ACTION 2: EMBASSY RECOMMENDS THAT DEPARTMENT OF COMMERCE ATTEMPT

ARRANGE FOR VISIT TO GUATEMALA (AND OTHER CENTRAL AMERICAN COUNTRIES) OF SPECIALIZED TRADE MISSION COVERING PRODUCTS IN THIS CAMPAIGN.

VISIT WOULD BE TIMED FOR AUGUST OR SEPTEMBER 1976 AND COULD BE USED AS VEHICLE FOR PROMOTING ATTENDANCE OCTOBER 1976 TEXTILE EXPOSITION IN GREENSBORO. IF WAS AGREES, AND DEPARTMENT ALLOTS FUNDS FOR THIS UNCLASSIFIED

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TRADE MISSION, EMBASSY WILL SUBMIT ADDITIONAL ACTIONS IN PURSUANCE OF THIS CAMPAIGN.

CAMPAIGN NO. 5 - GOG INVESTMENT PROJECT LIST

ANNUAL MAN-DAYS ALLOTTED: FSO-3 FULLER 10 MD; FSO-5 GRIFFIN 45 MD; FSO-7 SHELTON 5 HS; FSL-9 VILLAGRAN 20 MD; FSL-2 MCCLUCKIE 15 MD.

THIS GENERAL CAMPAIGN OVER ENTIRE CAP PERIOD SUGGESTED AS ECONOMIC/ COMMERCIAL SECTION HAS UNDERGONE COMPLETE TURNOVER SINCE FY 75. IN ADDITION, GOG WILL PROBABLY RELEASE LAUGERUD ADMINISTRATION DEVELOPMENT PLAN SOMETIME IN SEPTEMBER. THIS CAMPAIGN GEARED TOWARDS KEEPING ABREAST OF ALL DEVELOPMENTS RELATING TO GOG INVESTMENT PRO-

GRAM.

ACTION 1: TARGET - MINISTRY OF COMMUNICATIONS AND PUBLIC WORKS, WHICH IS BASICALLY RESPONSIBLE FOR MOST OF GOG'S MAJOR INVESTMENT PROJECTS.

EARLY IN AUGUST, SHORTLY AFTER GRIFFIN'S ARRIVAL, FULLER AND GRIFFIN WILL ATTEMPT ESTABLISH CLOSE WORKING RELATIONSHIP WITH MINISTER AND VICE MINISTERS. FOLLOWING INITIAL COURTESY CALLS, FULLER WILL HOST REPRESENTATION LUNCHEON FOR THIS TARGET GROUP (FUNDS ALLOTTED \$50), RELATIONSHIPS TO BE MAINTAINED BY SUBSEQUENT PERIODIC CONTACTS.

ACTION 2: TARGET - NATIONAL PLANNING COUNCIL, WHICH SCHEDULED RELEASE NEW GOG 5-YEAR DEVELOPMENT PROGRAM IN SEPTEMBER. *7))34, GRIFFIN AND SHELTON WILL SEEK TO ESTABLISH CLOSE WORKING RELATIONSHIPS WITH KEY MEMBERS OF THE PLANNING COUNCIL. NOTE SHOULD BE TAKEN THAT ONE HIGH-LEVEL PLANNING COUNCIL MEMBER IS BEING SENT TO THE US ON LEADER GRANT IN FY 76.

ACTION 3: TARGET - INDE \$200 MILLION CHIXOY HYDRO-ELECTRIC PROJECT AND OTHER PROGRAMS. GRIFFIN AND VILLAGRAN WILL MAKE PERIODIC CALLS ON INDE MANAGEMENT IN EFFORT OBTAIN CURRENT STATUS REPORTS ON INDE'S VARIOUS PROGRAMS. GRIFFIN WILL CONTACT IDB AND IBRD TEAMS DURING THEIR PERIODIC VISITS ON INDE'S PROGRAMS.

ACTION 4: TARGET - SANTO TOMAS DE CASTILLA PORT AUTHORITIES. GRIFFIN WILL MAKE PERIODIC VISITS TO PORT AUTHORITY OFFICIALS TO ENSURE RECEIPT OF CURRENT INFORMATION OF PLANNED OVER-\$2 MILLION RAIN TEXTILE AND

\$10 MILLION EXPANSION OF FACILITIES TO HANDLE CONTAINERS.

ACTION 5: TARGET - FEGUA'S PLANNED PURCHASE OF LOCOMOTIVES. GRIFFIN WILL ESTABLISH CLOSE WORKING RELATION-
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SHIP WITH FEGUA MANAGER IN ORDER MAINTAIN CURRENT INFORMATION OF FEGUA PURCHASING SCHEDULE. GRIFFIN WILL ALSO WORK CLOSELY WITH REPRESENTATIVES OF POTENTIAL US SUPPLIERS TO ENSURE THAT SALES OPPORTUNITIES ARE NOT LOST.

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ACTION ARA-10

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FM AMEMBASSY GUATEMALA

TO SECSTATE WASHDC 7353

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ACTION 6: TARGET - IGSS HOSPITAL PROJECTS. GRIFFIN WILL MAINTAIN PERIODIC CONTACT WITH IGSS PLANNING STAFF AND MANAGEMENT TO ENSURE ADEQUATE FLOW OF INFORMATION ON IGSS PROJECTS. GRIFFIN WILL ALSO SUBMIT UPDATED HOSPITAL EQUIPMENT PIMS (SEE SURVEY CAMPAIGN FOR TIMING).

CAMPAIGN NO. 6 -- TOURISM - VISIT USA

ANNUAL MAN-DAYS ALLOTTED: FSO-5 GRIFFIN 20 MD; FSL-9 VILLAGRAN 10 MD; FSL-6 MCCLUCKIE 5 MD.

ACTION 1: BY SEPTEMBER 30, 1975, GRIFFIN WILL FORM A VISIT USA COMMITTEE. BY WORKING WITH MEMBERS OF THIS COMMITTEE GRIFFIN WILL IN FUTURE QUARTERLY REVIEWS OF CAP PROPOSE SUBSEQUENT ACTIONS UNDER THIS CAMPAIGN.

ACTION 2; IN COORDINATION WITH PAN AM OFFICIALS, GRIFFIN WILL ARRANGE SCHEDULE OF PAN AM FILM SHOWINGS AND COCKTAILS (PAID FOR BY PAN AM BUT CO-HOSTED BY GRIFFIN) TO PROMOTE TOURISM TO US AND TRAVEL VIA PAN AM.

SURVEY CAMPAIGN

ANNUAL MAN-DAYS ALLOTTED: FSO-5 GRIFFIN 45 MD; FSO-7 SHELTON 25 MD;(7FSL-9 VILLAGRAN 45 MD; FSL-6 MCCLUCKIE 30 MD.

ACTION 1: BY AUGUST 15, 1975, GRIFFIN, SHELTON AND VILLAGRAN WILL MEET AND DECIDE WHICH ITEMS ARE TO BE RECOMMENDED AS "BEST PROSPECTS" FOR CERP REPORT DUE IN UNCLASSIFIED
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WASHINGTON ON SEPTEMBER 15. PROPOSED CAMPAIGNS, IF ANY, FOR THESE "BEST PROSPECTS" WILL BE FORMULATED AND REPORTED IN QUARTERLY CAP REVIEW BY OCTOBER 31.

ACTION 2: IF FEASIBLE, SHELTON WILL SUBMIT PIMS ON SPORTING GOODS BY OCTOBER 15.

ACTION 3: IF FEASIBLE, VILLAGRAN WILL

SUBMIT PIMS ON PUMPS, VALVES AND COMPRESSORS BY NOVEMBER 30.

ACTION 4: IF FEASIBLE, GRIFFIN WILL SUBMIT PIMS ON SAW
MILL EQUIPMENT BY MARCH 15, 1976.

ACTION 5. IF FEASIBLE, VILLAGRAN WILL SUBMIT PIMS ON
BUSINESS EQUIPMENT BYPTAY 15.

ACTION 6: IF FEASIBLE, GRIFFIN WILL SUBMIT PIMS ON
INITIAL EQUIPMENT BY JUNE 15.

TRADE SHOW CAMPAIGN

ANNUAL MAN-DAYS ALLOTTED: FSO-5 GRIFFIN 20 MD; FSL-9
VILLAGRAN 20 MD; FSL-6 MCCLUCKIE 15 MD.
THIS CAMPAIGN IS DESIGNED TO TAKE ADVANTAGE OF PROPENSITY
OF GUATEMALAN BUSINESSMEN TO TRAVEL OUTSIDE GUATEMALA
WHEN MAKING PURCHASING DECISIONS. NO ACTIONS ARE
LISTED FOR EACH SHOW, AS PROMOTIONS WILL REVOLVE AROUND
THE FOLLOWING TRADE PROMOTION TECHNIQUES: CIRCULAR
MAILINGS; PUBLICITY IN COMMERCIAL BULLETIN; USIS PUBLICITY
RELEASES; USE OF USIS FILMS; VTR'S;
VIP CALLS; AND COCKTAILS. THE LISTING OF
SHOWS THAT THE EMBASSY PLANS TO PROMOTE SEPARATELY FROM
THOSE MENTIONED IN SPECIFIC CAMPAIGNS FOLLOWS:

1. GRAPHEEX 75.
SPETEMBER 7-11, 1975 IN CHICAGO

2. BOBBIN SHOW/KJAMA CONVENTION
SEPTEMBER 25-27, 1975 IN PHILADELPHIA

3. INTERNATIONAL HOTEL AND MOTEL EDUCATIONAL EXPOSITION
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NOVEMBER 10-13, 19795 IN NEW YORK CITY

4. LABORATORY INSTRUMENTATION
NOVEMBER 10-19, 1975 IN MEXICAN TRADE CENTER

5. AUTOMOTIVE PARTS AND ACCESSORIES ASSOCIATION SHOW
NOVEMBER 18-20, 1975 IN CHICAGO

6. WORLD OF AGRICULTURAL AVIATION
DECEMBER 7-11, 1975 IN LAS VEGAS

7. NATIONAL SPORTING GOODS ASSOCIATION CONVENTION AND SHOW
FEBRUARY 5-8, 1976 IN CHICAGO

8. NATIONAL FARM MACHINERY SHOW
FEBRUARY 11-14, 1976 IN LOUISVILLE

9. FOOD PROCESSING

APRIL 5-9, 1976 IN MEXICAN TRADE CENTER

10. SUPERMARKET INSTITUTE SHOW

MAY 2-5, 1976 IN DALLAS

11. ELECTRO '76

MAY 11-13, 1976 IN BOSTON

12. AMERICAN HOSPITAL ASSOCIATION CONVENTION

SEPTEMBER 20-23, 1976 IN DALLAS.

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